#### REVOCATION AND REAPPOINTMENT OF POWER OF ATTORNEY AND CHANGE OF CORRESPONDENCE ADDRESS

Mattel, Inc. hereby revokes all previous powers of attorney for any and all of its intellectual property matters for which the practitioners of Kolisch Hartwell, P.C. (USPTO Customer No. 23581) were the practitioners of record as of March 6, 2009. In their place, Mattel, Inc. hereby appoints the attorneys at DASCENZO INTELLECTUAL PROPERTY LAW, P.C. (USPTO Customer No. 78569) as its attorneys for each of these matters. As of the date listed below, these practitioners include: David S. D'Ascenzo, Reg. No. 39,952, and Ian D. Gates, Reg. No. 51,722.

Attached with this document, and incorporated herein, is a Schedule of U.S. patent applications, U.S. patents, and PCT patent applications, as applicable, for which this revocation and reappointment applies. Mattel, Inc. is the applicant and/or assignee of the entire right, title, and interest in the intellectual property matters listed on the attached Schedule.

Please change the correspondence address for all of the applications, patents, and registrations on the attached Schedule to the address below, which is associated with USPTO Customer Number 78569

DASCENZO INTELLECTUAL PROPERTY LAW, P.C.

522 S.W. 5th Avenue, Suite 925 Portland, Oregon 97204 Telephone: (503) 224-7529

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Date: 6 1/2009	Signed: Jihne W Washins
	Name: Dennis M. Wesolowski
	Title: Assistant Secretary

# SCHEDULE OF INTELLECTUAL PROPERTY MATTERS OF MATTEL, INC.

# PATENT MATTERS

# U.S. Patent Application Serial Nos.:

11/344,651

11/509,421

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61/137,500

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# PCT Patent Application No.:

PCT/US08/60122